## **ORDER**

Orders Order / Rev: 714499 06321197 Alt Order #: ROMNEY FOR PRESIDENT Product Desc: WKYC Estimate: 09/19/12 - 09/25/12 Flight Dates: Primary AE: Joe Knauer Original Date / Rev: 09/18/12 / 09/25/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT **American Rambler Productions/ POL** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Broadcast Billing Calendar: 138 Conant Street Billing Cycle: EOM/EOC Beverly, MA 01915 Agency Commission: 15% Advertiser Name: Romney/ R / President Demographic: A35+ New Business Thru: **Product Codes:** PL-Presidential Order Separation: 00:15:00 Priority: P-3 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

**Totals** 

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	151	\$175,375.00	\$149,068.75

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	151	\$175,375.00	\$149,068.75	0.00
Totals	151	\$175,375.00	\$149,068.75	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
E 1	WKYC	09/19/1	2 09/21/12	M-F 6-7a	CM	6a-7a	WTF-	:30	6	\$800.00 P-3	0.00 NM	6	\$4,800.00
				Channel 3 News	Today @ 6AN	l							
	2X PER												
		rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
	eek: 09/		09/23/12	WГF	6	\$800.00	0.00						
E 2	WKYC	09/24/1	2 09/25/12	M-F 6-7a	CM	6a-7a	МГ	:30	4	\$800.00 P-3	0.00 NM	4	\$3,200.00
	a\/ 555			Channel 3 News	Today @ 6AM								
	2X PER												
		rt Date	End Date	Weekdays MT	Spots/Week	Rate	Rating						
	eek: 09/		09/30/12		4	\$800.00	0.00						
E 3	WKYC	09/24/1	2 09/25/12	M-F 7-9a Today	CM	7a-9a	МГ	:30	4	\$800.00 P-3	0.00 NM	4	\$3,200.00
	0V DED	DAY		Today Show									
	2X PER		End Data	\\\\- a   . d = =	Consta AM and	Data	Datina						
10/	<u>5ta</u> /eek: 09	rt Date	End Date 09/30/12	<u>Weekdays</u> MT	Spots/Week	<u>Rate</u> \$800.00	Rating 0.00						
					- 4	*****				#000 00 D 0	0.00.004	_	<b>#4.000.00</b>
<b>⊢</b> 4	WKYC	09/19/1	2 09/21/12	M-F 7-9a Today	CM	7a-9a	WTF-	:30	6	\$800.00 P-3	0.00 NM	6	\$4,800.00
	2X PER	DAY		Today Show									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
\٨/	<u>عرم</u> /eek: 09		09/23/12	WTF	<u>3pois/Week</u>	\$800.00	0.00						
			2 09/21/12	M-F 9-10a Today		9a-10a	WTF-	:30	3	\$400.00 P-3	0.00 NM	3	\$1,200.00
LJ	WKIC	09/19/1	2 09/21/12	Today Show II	II CIVI	9a-10a	W11'-	30	3	φ400.00 F-3	U.UU INIVI	3	\$1,200.00
	1X PER	DAY		roday onow n									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 09/		09/23/12	WTF	3	\$400.00	0.00						
												•	

Print Date: 10/01/12 10:56:16 Page 2 of 6

Order / Rev: 714499 Advertiser: Romney/ R / President

Alt Order #: 06321197 Product Desc: ROMNEY FOR PRESIDENT WKYC

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 6 WKYC	09/24/1	2 09/25/12	M-F 9-10a Today	II CM	9a-10a	МГ	:30	2	\$400.00 P-3	0.00 NM	2	\$800.00
1X PER	DAV		Today Show II									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	MT	2	\$400.00	0.00						
E 7 WKYC	09/24/1	2 09/25/12	M-F 11a-1230p	CM	11a-1230p	МΓ	:30	4	\$200.00 P-3	0.00 NM	4	\$800.00
07, DED	. 5.4.7		11a-1230p									
2X PER		End Data	Mookdovo	Cnoto/Mook	Poto	Poting						
Week: 09/	rt Date 24/12	End Date 09/30/12	<u>Weekdays</u> MΓ	Spots/Week 4	Rate \$200.00	Rating 0.00						
E 8 WKYC			M-F 11a-1230p	CM	11a-1230p	WTF	:30	6	\$200.00 P-3	0.00 NM	6	\$1,200.00
			11a-1230p		•							
2X PER		E 15 .		0 . 00 .	Б.	<b>5</b>						
Sta Week: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> WTF	Spots/Week 6	Rate \$200.00	Rating 0.00						
E 9 WKYC			Days of Our Lives		1p-2p	WTF	:30	3	\$375.00 P-3	0.00 NM	3	\$1,125.00
20	00/10/1	2 00/21/12	Days of Our Lives		, b _b	****	.00	Ü	φονοίουν σ	0.00 14111		Ψ1,120.00
1X PER	DAY		•									
	rt Date	End Date	<u>Weekdays</u> WTF	Spots/Week	Rate	Rating						
Week: 09/ E 10 WKYC		09/23/12	Days of Our Lives	CM	\$375.00	0.00 MΓ	:30	2	\$375.00 P-3	0.00 NM	2	\$750.00
E IU WKIC	09/24/1	2 09/25/12	Days of Our Lives		1p-2p	M11	.30	2	\$375.00 P-3	U.UU INIVI	2	\$750.00
1X PER	DAY		Days of Gar Lives	•								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	МГ	2	\$375.00	0.00						
E 11 WKYC	09/19/1	2 09/21/12	M-F 4-5p	CM	4p-5p	WГF	:30	3	\$450.00 P-3	0.00 NM	3	\$1,350.00
1X PER	DAY		Ellen Degeneres									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	17/12	09/23/12	WГF	3	\$450.00	0.00						
E 12 WKYC	09/24/1	2 09/25/12	M-F 4-5p	CM	4p-5p	МГ	:30	2	\$450.00 P-3	0.00 NM	2	\$900.00
1X PER	DAY		Ellen Degeneres									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	24/12	09/30/12	МГ	2	\$450.00	0.00						
E 13 WKYC	09/24/1	2 09/25/12	M-F 6-630p	CM	6p-630p	МГ	:30	4	\$1,800.00 P-3	0.00 NM	4	\$7,200.00
2X PER	DAY		Channel 3 News a	at 6p								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	МГ		\$1,800.00	0.00						
E14 WKYC	09/19/1	2 09/21/12	M-F 6-630p	CM	6p-630p	WTF	:30	6	\$1,800.00 P-3	0.00 NM	6	\$10,800.00
0\/ DED	. 5.4.7		Channel 3 News a	at 6p								
2X PER	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	WTF		\$1,800.00	0.00						
E 15 WKYC			M-F 7-730p	СМ	7-730p	WTF	:30	6	\$1,800.00 P-3	0.00 NM	6	\$10,800.00
			Channel 3 News a	at 7P								
2X PER		E. J.D.	NA/ Lodon -	0	Data	Datie						
<u>Sta</u> Week: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> WTF	Spots/Week 6	Rate \$1,800.00	Rating 0.00						
E 16 WKYC			M-F 7-730p	CM	7-730p	МГ	:30	4	\$1,800.00 P-3	0.00 NM	4	\$7,200.00
		<del></del>	Channel 3 News a		- *F	. <del>-</del>		-	. ,			, ,
2X PER		<u>.</u>			_	5						
<u>Sta</u> Week: 09/	rt Date	End Date 09/30/12	<u>Weekdays</u> MΓ	Spots/Week	Rate \$1,800.00	Rating 0.00						
E 17 WKYC			M-F 11-1135p	CM	11-1135p	WTF	:30	6	\$1,800.00 P-3	0.00 NM	6	\$10,800.00
LI7 WICIO	00/10/1	_ UUIZIIIZ	Channel 3 News a		11-1100p	AAT T	.50	U	ψ1,000.001 3	U.UU INIVI	ľ	ψ10,000.00
2X PER	DAY			•								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	WГF		\$1,800.00	0.00	.00		¢4 000 00 D 0	0.00.1114	,	<b>#7 000 00</b>
E 18 WKYC	09/24/1	∠ 09/25/12		CM	11-1135p	МГ	:30	4	\$1,800.00 P-3	U.UU NM	4	\$7,200.00

Print Date: 10/01/12 10:56:16 Page 3 of 6

Order / Rev: 714499 Advertiser: Romney/ R / President

Alt Order #: 06321197 Product Desc: ROMNEY FOR PRESIDENT WKYC

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Da	ays	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			Channel 3 News	at 11p M-F									
2X PER		E 15 (		0 . 04/ 1	5.	D ::						ı	
Sta Week: 09/	rt Date /24/12	End Date 09/30/12	Weekdays MT	Spots/Week 4	Rate \$1,800.00	Rating 0.00							
E 19 WKYC			Tonight Show	CM	1135p-1237a			:30	2	\$800.00 P-3	0.00 NM	2	\$1,600.00
			Tonight Show		·								
1X PER	R DAY ort Date	End Data	We aldere	Cnoto/Mook	Doto	Dating							
Week: 09/		End Date 09/30/12	<u>Weekdays</u> МГ	Spots/Week 2	Rate \$800.00	Rating 0.00							
E 20 WKYC	09/19/1	2 09/21/12	Tonight Show	CM	1135p-1237a		TF	:30	3	\$800.00 P-3	0.00 NM	3	\$2,400.00
47, 555	D 41/		Tonight Show										
1X PER	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/		09/23/12	WTF	3	\$800.00	0.00							
E 21 WKYC	09/19/1	2 09/21/12	M-F 5-6a	CM	5a-6a	W	TF	:30	3	\$350.00 P-3	0.00 NM	3	\$1,050.00
1X PER	DAY		Channel 3 News	@ 5AM									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/		09/23/12	WTF	3	\$350.00	0.00						]	
E 22 WKYC	09/24/1	2 09/25/12		CM	5a-6a	МТ-		:30	2	\$350.00 P-3	0.00 NM	2	\$700.00
1X PER			Channel 3 News	@ 5AM									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/		09/30/12	МГ	2	\$350.00	0.00							
E 23 WKYC	09/22/1	2 09/22/12	SAT TDY	CM	7a-9a		S-	:30	1	\$800.00 P-3	0.00 NM	1	\$800.00
Sto	rt Date	End Data	NBC Today Show Weekdays		Poto	Doting							
Week: 09/		End Date 09/23/12	S-	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00							
E 24 WKYC		2 09/22/12	Sat 9-1030a	CM	9a-1030a		S-	:30	1	\$800.00 P-3	0.00 NM	1	\$800.00
			Channel 3 News										
Sta Week: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> S-	Spots/Week 1	Rate \$800.00	Rating 0.00							
E 25 WKYC			Sat 11-1135p	CM	11-1130p		S-	:30	1	\$1,800.00 P-3	0.00 NM	1	\$1,800.00
			LN SAT				_			* 1,000			* 1,000100
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/ E 26 WKYC		09/23/12	SUN TDY	CM	* .,	0.00	S	.20		\$800.00 P-3	0.00 NM	1	<b>\$</b> 000 00
E 26 WKYC	09/23/1	2 09/23/12	NBC Today Show		8a-9a		5	:30	1	\$800.00 P-3	U.UU INIVI	1	\$800.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/		09/23/12	S	1	\$800.00	0.00							
E 27 WKYC	09/23/1	2 09/23/12	•	CM	6-630p		S	:30	1	\$1,800.00 P-3	0.00 NM	1	\$1,800.00
Sta	rt Date	End Date	Channel 3 News Weekdays	Spots/Week	Rate	Rating							
Week: 09/		09/23/12	S		\$1,800.00	0.00							
E 28 WKYC	09/23/1	2 09/23/12	ū	son Fo@M	NFL Football		S	:30	1	\$6,500.00 P-3	0.00 NM	1	\$6,500.00
0.		E 15 /	NFL Football	0 . 00/ 1	(8:00 PM-11:0								
Sta Week: 09/	rt Date /17/12	End Date 09/23/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$6,500.00	Rating 0.00							
E 29 WKYC			Post NFL News	CM	Various		S	:30	2	\$1,800.00 P-3	0.00 NM	2	\$3,600.00
			LN Sun Follows I	NFL									
	rt Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating							
Week: 09/ N30 WKYC		09/23/12		CM	\$1,800.00 4a-430a	0.00 MT-		:30	2	\$50.00 P-3	0.00 NM	2	\$100.00
1400 WICH	00/ <b>24</b> / I	_ 00/20/12	Early Today	Olvi	+u +00a	1111 -	- <del>-</del>	.50	_	ψυυ.υυ 1 -3	J.OU INIVI		ψ100.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/		09/30/12	MT	2	\$50.00	0.00							
N31 WKYC	09/24/1	2 09/25/12	M-F 430a-5a 430a News	CM	430a-5a	МТ-		:30	2	\$100.00 P-3	0.00 NM	2	\$200.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							

Print Date: 10/01/12 10:56:16 Page 4 of 6

Order / Rev: 714499 Advertiser: Romney/ R / President

Start Date

**End Date** 

Weekdays

Spots/Week

Rate

Rating

Alt Order #: 06321197 Product Desc: ROMNEY FOR PRESIDENT WKYC

In Ch. Stort End	Inventory Code - Breek	Start/End Time Day	a lan Chata	Doto Dri	Dta Tuno	Chata	Amount
Ln Ch Start End N31 WKYC 09/24/12 09/25/12	•	Start/End Time Day 430a-5a MT		Rate Pri \$100.00 P-3	0.00 NM	Spois 2	Amount \$200.00
N31 WK10 03/24/12 03/23/12	430a News	430a-3a WII	.50 2	φ100.001 -3	0.00 14101	2	Ψ200.00
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 09/24/12 09/30/12	<u>MΓ</u> 2	\$100.00 0.00					
N32 WKYC 09/24/12 09/25/12	M-F 5-6a CM Channel 3 News @ 5AM	5a-6a MΓ	:30 2	\$350.00 P-3	0.00 NM	2	\$700.00
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 09/24/12 09/30/12	<u>MΓ</u> 2	\$350.00 0.00					
N33 WKYC 09/24/12 09/25/12		6а-7а МГ	:30 2	\$1,400.00 P-2	0.00 NM	2	\$2,800.00
Otant Data - Food Data	Channel 3 News Today @ 6AN						
Start Date End Date Week: 09/24/12 09/30/12	Weekdays Spots/Week	Rate Rating \$1,400.00 0.00					
N34 WKYC 09/24/12 09/25/12		7a-9a MT	:30 4	\$1,400.00 P-2	0.00 NM	4	\$5,600.00
	Today Show						
Start Date End Date	Weekdays Spots/Week MT 4	Rate Rating					
Week: 09/24/12 09/30/12 N35 WKYC 09/22/12 09/22/12		\$1,400.00 0.00 7a-9a	- S- :30 2	\$1,400.00 P-2	0.00 NM	2	\$2,800.00
N33 WKTG 03/22/12 03/22/12	NBC Today Show (Sa)	7a-3a	-350 2	\$1,400.001 -2	0.00 14101	2	Ψ2,000.00
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 09/17/12 09/23/12		\$1,400.00 0.00					
N36 WKYC 09/23/12 09/23/12		8a-9a	S :30 1	\$1,400.00 P-2	0.00 NM	1	\$1,400.00
Start Date End Date	NBC Today Show (Su) Weekdays Spots/Week	Rate Rating					
Week: 09/17/12 09/23/12	S 1						
N37 WKYC 09/22/12 09/22/12	SS 9-1030a CM Channel 3 News 9am Sa/Su	9a-1030a Sa/Su	- S- :30 1	\$1,400.00 P-2	0.00 NM	1	\$1,400.00
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 09/17/12 09/23/12	S- 1						
N38 WKYC 09/23/12 09/23/12		9a-1030a Sa/Su	S :30 1	\$1,400.00 P-2	0.00 NM	1	\$1,400.00
Start Data - End Data	Channel 3 News 9am Sa/Su Wookdays Spots/Wook	Poto Poting					
Start Date End Date Week: 09/17/12 09/23/12	Weekdays Spots/Week	Rate Rating \$1,400.00 0.00					
N39 WKYC 09/24/12 09/25/12	M-F 9-10a Today II CM	9а-10а МГ	:30 2	\$400.00 P-3	0.00 NM	2	\$800.00
	Today Show II						
Start Date	Weekdays Spots/Week MT 2	Rate Rating \$400.00 0.00					
N40 WKYC 09/24/12 09/25/12		10a-11a MT	:30 2	\$150.00 P-3	0.00 NM	2	\$300.00
	M-F 10-11a			•			*****
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 09/24/12 09/30/12	MT 2	*	.20 0	\$200.00 D.2	0.00 NIM	0	<b>#</b> 400.00
N41 WKYC 09/24/12 09/25/12	M-F 11a-1230p CM 11a-1230p	11a-1230р МГ	:30 2	\$200.00 P-3	0.00 NM	2	\$400.00
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 09/24/12 09/30/12	МГ 2						
N42 WKYC 09/23/12 09/23/12		12-1230p /Su	S :30 1	\$400.00 P-3	0.00 NM	1	\$400.00
Start Date End Date	Channel 3 News at Noon Su  Weekdays Spots/Week	Rate Rating					
Week: 09/17/12 09/23/12	S <u>opois/week</u>	\$400.00 0.00					
N43 WKYC 09/24/12 09/25/12	2 Days of Our Lives CM	1р-2р MГ	:30 2	\$375.00 P-3	0.00 NM	2	\$750.00
	Days of Our Lives						
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12	Weekdays Spots/Week MT 2	Rate Rating \$375.00 0.00					
N44 WKYC 09/24/12 09/25/12		2-3p MΓ	:30 2	\$300.00 P-3	0.00 NM	2	\$600.00
	Rachel Ray	,					
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 09/24/12 09/30/12 N45 WKYC 09/21/12 09/21/12	MT 2 2 M-F 3-4p CM	\$300.00 0.00 3p-4p]	F :30 1	\$350.00 P-3	0.00 NM	1	\$350.00
1440 ANIVIO 02/51/15 02/51/15	The Doctors	op-4p	r50 I	ψυυυ.υU <b>Γ</b> -3	U.UU INIVI	ı	φοου.υυ
Ctort Data Fred Data	Mankdaya Chata/Mank	Doto Dotin					

Print Date: 10/01/12 10:56:17 Page 5 of 6

Order / Rev: 714499 Advertiser: Romney/ R / President

Alt Order #: 06321197 Product Desc: ROMNEY FOR PRESIDENT WKYC

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime [	Days	Len Sp	ots	Rate Pri	Rta Type	Spots	Amount
		2 09/21/12	M-F 3-4p	CM	3p-4p		F	:30	1	\$350.00 P-3	0.00 NM	1	\$350.00
	_		The Doctors										
Start Week: 09/17		End Date 09/23/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$350.00	Rating 0.00							
N46 WKYC			M-F 3-4p	CM	3p-4p		`	:30	1	\$350.00 P-3	0.00 NM	1	\$350.00
O	5.	<b>5</b> 1 <b>5</b> 1	The Doctors	0	5.	D //							
Start Week: 09/24		End Date 09/30/12	<u>Weekdays</u> MΓ	Spots/Week 1	Rate \$350.00	Rating 0.00							
N47 WKYC (	09/21/1	2 09/21/12	•	CM	4p-5p		F	:30	1	\$450.00 P-3	0.00 NM	1	\$450.00
Start	Date	End Date	Ellen Degeneres Weekdays	Spots/Week	Rate	Rating							
Week: 09/17		09/23/12	F	1	\$450.00	0.00							
N48 WKYC	09/24/1	2 09/25/12	•	CM	4p-5p	MI	`	:30	1	\$450.00 P-3	0.00 NM	1	\$450.00
Start	Date	End Date	Ellen Degeneres Weekdays	Spots/Week	Rate	Rating							
Week: 09/24	4/12	09/30/12	МГ	1	\$450.00	0.00							
N49 WKYC (	09/21/1	2 09/21/12	M-F 5-6p Dr. Phil	CM	5p-6p		F	:30	1	\$700.00 P-3	0.00 NM	1	\$700.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/17		09/23/12	F	1	\$700.00	0.00				<b>^</b>			<b>^-</b>
N50 WKYC (	09/24/1	2 09/25/12	M-F 5-6p Dr. Phil	СМ	5p-6p	MI	'	:30	1	\$700.00 P-3	0.00 NM	1	\$700.00
Start		End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/24 N51 WKYC (		09/30/12	MT EN (M-Su)	CM	\$700.00 M-F 6-730pn	0.00		:30	2	\$1,800.00 P-3	0.00 NM	2	\$3,600.00
NOT WRICE	J9/Z 1/ 1	2 09/23/12	Early News (M-S		(6:00 PM-6:3		1755	.30	2	φ1,000.00 F-3	U.UU INIVI	2	φ3,000.00
Start 00/4		End Date 09/23/12	Weekdays FSS	Spots/Week	Rate	Rating							
Week: 09/17 N52 WKYC (				CM	\$1,800.00 6p-630p	0.00 MI	`	:30	2	\$1,800.00 P-3	0.00 NM	2	\$3,600.00
			Channel 3 News	•									
Start Week: 09/24		End Date 09/30/12	<u>Weekdays</u> MΓ	Spots/Week 2	Rate \$1,800.00	Rating 0.00							
N53 WKYC			Nightly News	CM	M-Su 6:28p-		FSS	:30	2	\$2,800.00 P-3	0.00 NM	2	\$5,600.00
Start	Doto	End Data	Nightly News	Spoto/Mook	Poto	Doting							
Week: 09/17		End Date 09/23/12	<u>Weekdays</u> FSS	Spots/Week 2	Rate \$2,800.00	Rating 0.00							
N54 WKYC	09/24/1	2 09/25/12	0 ,	СМ	M-Su 6:28p-	7р МI	`	:30	1	\$2,800.00 P-3	0.00 NM	1	\$2,800.00
Start	Date	End Date	Nightly News Weekdays	Spots/Week	Rate	Rating							
Week: 09/24	4/12	09/30/12	МГ		\$2,800.00	0.00							
N55 WKYC (	09/21/1	2 09/21/12	M-F 7-730p Channel 3 News	CM at 7P	7-730p		F	:30	1	\$1,800.00 P-3	0.00 NM	1	\$1,800.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/17		09/23/12	F		¥ · ,	0.00				\$4,000,00 B.0	0.00 NIM		<b>#</b> 4 000 00
N56 WKYC (	J9/24/1	2 09/25/12	Channel 3 News	CM at 7P	7-730p	IVII	'	:30	1	\$1,800.00 P-3	0.00 NM	1	\$1,800.00
Start		End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/24 N57 WKYC (		09/30/12	Mr	CM	\$1,800.00 730-8p	0.00	F	:30	1	\$1,200.00 P-3	0.00 NM	1	\$1,200.00
Not With t	55/21/1	2 03/21/12	Entertainment To		750-ор		1	.50		ψ1,200.001 3	0.00 14101	'	ψ1,200.00
Start Week: 09/17		End Date 09/23/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$1,200.00	Rating 0.00							
N58 WKYC (				CM	730-8p		`	:30	1	\$1,200.00 P-3	0.00 NM	1	\$1,200.00
			Entertainment To	night	·								
Start Week: 09/24		End Date 09/30/12	Weekdays MT	Spots/Week 1	Rate \$1,200.00	Rating 0.00							
N59 WKYC (				CM	11P-1135P		FS-	:30	2	\$1,800.00 P-3	0.00 NM	2	\$3,600.00
01- 1	Dete	End Dete	Late News (M-Su		Dete	D-4'-							
Start	⊔ate	End Date	Weekdays	Spots/Week	Rate	Rating					ı	ı	

Print Date: 10/01/12 10:56:17 Page 6 of 6

Order / Rev: 714499 Advertiser: Romney/ R / President

Alt Order #: 06321197 Product Desc: ROMNEY FOR PRESIDENT WKYC

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N59 WKYC	09/21/1	2 09/22/12	LN (M-Su)	СМ	11P-1135P	FS-	:30	2	\$1,800.00 P-3	0.00 NM	2	\$3,600.00
Sto	rt Date	End Date	Late News (M-Su	,	Rate	Pating						
Week: 09/		09/23/12	<u>Weekdays</u> FS-	Spots/Week 2	\$1,800.00	Rating 0.00						
N60 WKYC		2 09/24/12	LN (M-Su)	CM	11P-1135P	M	:30	1	\$1,800.00 P-3	0.00 NM	1	\$1,800.00
			Late News (M-Su	,								
Sta Week: 09/	rt Date 24/12	End Date 09/30/12	Weekdays M	Spots/Week 1	Rate \$1,800.00	Rating 0.00						
N61 WKYC			Post NFL News	CM	Various	S	:30	1	\$1,800.00 P-3	0.00 NM	1	\$1,800.00
			LN Sun Follows N	NFL								
	rt Date	End Date	Weekdays	Spots/Week	Rate Canada	Rating						
Week: 09/		09/23/12	Tonight Show	CM	\$1,800.00 1135p-1237a	0.00 F	:30	1	\$800.00 P-3	0.00 NM	1	\$800.00
1102 11110	00/21/1	2 00/21/12	Tonight Show	OW	1100p 1207u	1	.00	•	φοσσ.σσ1 σ	0.00 14101	ı '	φοσσ.σσ
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	F	1	\$800.00	0.00			<b>*****</b>	0.00.104		Фооо оо
N63 WKYC	09/24/1	2 09/24/12	Tonight Show Tonight Show	CM	1135p-1237a	M	:30	1	\$800.00 P-3	0.00 NM	1	\$800.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	24/12	09/30/12	M	1	\$800.00	0.00						
N64 WKYC	09/22/1	2 09/22/12	630A-7A	CM	630a-7a	S-	:30	1	\$500.00 P-3	0.00 NM	0	\$0.00
Sto	rt Date	End Date	Chris Matthews S	Spots/Week	Pata	Pating						
Week: 09/		09/23/12	<u>Weekdays</u> S-	<u>3pois/Week</u>	<u>Rate</u> \$500.00	Rating 0.00						
	Date Ra		escription		/End Time	<u>W</u>	/eekdays			Rtg Type		
	09/17/12 edited	2-09/23/12 6	30A-7A	630a	a-7a		Sa-	-	:30 <del>(\$500.00)</del>	0.00 <i>NM</i>		
		2 00/22/12	Browns Insider	CM	SA 1030-11a	S-	:30		\$250 00 D 2	0.00 NM	1	¢250.00
NOS WATC	09/22/1	2 09/22/12	Browns Insider	CIVI	SA 1030-11a	3-	.30	1	\$250.00 P-3	0.00 NM	1	\$250.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	S-	1	\$250.00	0.00						
N66 WKYC	09/23/1	2 09/23/12	Meet the Press Meet the Press	CM	1030a-1130a	S	:30	1	\$5,000.00 P-2	0.00 NM	1	\$5,000.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	S		\$5,000.00	0.00						
N67 WKYC	09/23/1	2 09/23/12	Browns Pre-Game		1130a-12p	S	:30	1	\$400.00 P-3	0.00 NM	1	\$400.00
Cto	rt Doto	End Data	Browns Pre-Gam		Doto	Dating						
Week: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00						
			NFL Pregame Sh		NFL Pre-Gam		:30	1	\$5,000.00 P-1	0.00 NM	1	\$5,000.00
			NFL Pre-Game									
<u>Sta</u> Week: 09/	rt Date	End Date 09/23/12	Weekdays S	Spots/Week	Rate \$5,000.00	Rating 0.00						
N69 WKYC					NFL Football		:30	1	\$6,500.00 P-3	0.00 NM	1	\$6,500.00
	00/20/	_ 00/20/	NFL Football			٥	.00		ψο,σσσ.σσ. σ	0.00	·	ψο,σσσ.σσ
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	Notro Domo Footl		\$6,500.00	0.00	.20		\$2,600,00 D 4	0.00 NA4	_	<b>¢E</b> 200 00
N70 WKYC	09/22/1	2 09/22/12	Notre Dame Footl Notre Dame Foot		Notre Dame I	Footb S-	:30	2	\$2,600.00 P-1	0.00 NM	2	\$5,200.00
<u>S</u> ta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	S-	2	\$2,600.00	0.00						
										Totals	151	\$175 375 00